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**ORDER SHEET**

**ATLANTIC – OCTOBER 2006**

*New Publications and Reports for October 2006*

To assist our clients and partners in identifying export opportunities, the Agri-Food Trade Service of Canada is offering the following trade documents. These documents are available at no charge. The first page is your order sheet, and the remaining pages provide short summaries of the documents available, as well as information and a list of upcoming events. **Plases note that some hyperlinks require a password and user identification. Registration to gain access is free. You can register online at [http://www2.agr.gc.ca/password/password/input\\_e.asp](http://www2.agr.gc.ca/password/password/input_e.asp)**

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**Order Sheet –October 2006**

On the form below, please indicate the documents that you wish to receive, and we will forward them by mail as soon as possible. Please return this sheet by Fax to: Linden Steeves, Agriculture and Agri-Food Canada at **506-452-3509**. If you would like additional information prior to ordering, please call 506-452-3706.

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| <input type="checkbox"/> 1. Computers, the Internet and E-business                                   | <input type="checkbox"/> 7. Spain: Fishery Products – Voluntary 2005              |
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| <input type="checkbox"/> 3. PET STYLE – Japan – January 2006   | <input type="checkbox"/> 9. Agri-Food Sector Profile: Poland                      |
| <input type="checkbox"/> 4. The Philippine Broiler Industry: at Par or Far?                          | <input type="checkbox"/> 10. Agri-Food Sector Profile: Dominican Republic         |
| <input type="checkbox"/> 5. Market Brief on Pet Food in Indonesia                                    | <input type="checkbox"/> 11. Mexico: Functional Foods and Natural Health Products |
| <input type="checkbox"/> 6. Russian Federation: Fishery Products – Annual 2005                       | <input type="checkbox"/> 12. Agri-Food Past, Present & Future Report: Nigeria     |

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Unless otherwise specified, documents are available in both official languages. Please specify in which language you wish to receive the documents.

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Although every effort has been made to ensure that the information is correct, Agriculture and Agri-Food Canada assumes no responsibility for the accuracy, reliability, or for any decisions arising from the information contained in these reports.

## **REFERENCE LIST: New Publications and Reports for October 2006**

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### **GENERAL**

**1. Learning about Computers, the Internet and E-business: Guide to Federal Government Courses and Services for SMEs – Annual 2006 (31pages)**

For tourism and all industries, the electronic technologies and business tools are the most important ways of doing business today. This report includes tips on what's available to help you conquer the world of e-business and make your small and medium-sized tourism business more profitable. There is a wide variety of courses and programs, available in every part of the country that will help you upgrade your computer skills and make use of the e-business tools to let your business grow and prosper. This guide brings together the information and contacts you need to find the best federal government program for you.

Source: *Canadian Tourism Commission*

[http://www.canadatourisme.com/ctx/files/publication/data/en\\_ca/product\\_development/guide\\_for\\_smes\\_computers/Guide\\_for\\_SMEs\\_web\\_eng.pdf](http://www.canadatourisme.com/ctx/files/publication/data/en_ca/product_development/guide_for_smes_computers/Guide_for_SMEs_web_eng.pdf)

### **ASIA**

**2. Changing Consumer and Market Demands in Canada's Priority Markets: Japan – October 2005 (8 pages)**

This report on changing consumer and market demands in Japan describes many of the social and economic factors that are influencing consumption patterns for food in Japan. The regulatory environment, agricultural policy, institutions and demographic and economic variables all affect the food the Japanese eat. This has implications for Japan as an export destination for Canadian agriculture and agri-food products. Notably, the consumption of restaurant meals and pre-cooked, pre-packed in small bundles, ready-to-eat, and ready-to-heat and eat foods are likely to expand.

Source: *Agriculture and Agri-Food Canada (AAFC)*

[http://www.agr.gc.ca/pol/pub/jap/pdf/jap\\_e.pdf](http://www.agr.gc.ca/pol/pub/jap/pdf/jap_e.pdf)

**3. PET STYLE – Japan – January 2006 (5 pages)**

Each year since 2000, Japan's pet market has undergone steady annual growth of approximately 5%, and is now worth an estimated \$10 billion; pet food products account for \$2.4 billion. Nearly 80% of the pet products on the Japanese market are imported. Canadian companies in the pet industry are advised to respond quickly with new, unique and inventive pet-related products as the market in Japan is substantial and maturing rapidly.

Source: *AAFC*

[http://www.ats.agr.gc.ca/asia\\_pw/4117\\_e.htm](http://www.ats.agr.gc.ca/asia_pw/4117_e.htm)

**4. The Philippine Broiler Industry: Are We at Par or Far? – January 2006 (6 pages)**

The Philippines imports chicken meat and meat cuts in order to augment local supply. Imports reached a high of 23 million kg in 2004, up by 44% from 2003. In 2004, chicken leg quarters accounted for 75.5% of the total meat imports while deboned chicken and chicken cuts cornered 23.7%. The rest of the imports were in the form of whole chicken and chicken fats.

Source: *AAFC*

[http://www.ats.agr.gc.ca/asean/4066\\_e.htm](http://www.ats.agr.gc.ca/asean/4066_e.htm)

**5. Market Brief on Pet Food in Indonesia – March 2004 (7 pages)**

This market brief has been prepared for Canadian dog and cat food exporters that have an interest in developing markets for their products in the Indonesian market. Indonesia imported 5,636 tonnes of dog and cat food valued at Can\$ 5.0 million at CIF value in 2002. This level of imports makes Indonesia a fairly sizeable target for dog and cat food exporters. Trade sources comment that the market for dog and cat food is still growing and opportunities exist for Canadian premium dog and cat food in the market.

Source: *AAFC*

[http://www.ats.agr.gc.ca/asean\\_pw/3819\\_e.htm](http://www.ats.agr.gc.ca/asean_pw/3819_e.htm)

### **EUROPE**

**6. Russian Federation: Fishery Products – Annual 2005 (16 pages) - Available in English Only**

Russian fish production is still below historical levels and it is not keeping pace with increased domestic demand for fish products. Russian imports of fish products reached a record high in 2004 and this trend will likely continue in 2005-06. Driven by multiple factors, overall consumption of fish products in Russia will likely increase by three to four percent in 2005. During the first half of 2005, imports of fish and fish products increased by over 40 percent.

Source: *United States Department of Agriculture (USDA)*

<http://www.fas.usda.gov/gainfiles/200509/146131066.pdf>

## **REFERENCE LIST: New Publications and Reports for October 2006 (continued)**

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### **7. Spain: Fishery Products – Voluntary 2005 (3 pages) – Available in English Only**

Prospects for seafood exports to the Iberian Peninsula market will likely remain good through 2006. In particular frozen seafood prospects remain strong. Spanish per capita seafood consumption, already one of the highest on earth, will recover from a drop during 2004. Opportunities exist for exports of frozen cod, tuna, hake, pollock, and salmon.

Source: *USDA*

<http://www.fas.usda.gov/gainfiles/200507/146130237.pdf>

### **8. Agri-Food Past, Present & Future Report : Lithuania – January 2006 (9 pages)**

Lithuania is one of the fastest growing economies in Europe. This growing economy is not only appealing for Canadian producers to fill Lithuanian niche markets, but also as a strategic gateway into larger more attractive markets such as Russia, Belarus and other Baltic countries. Top agri-food exports to Lithuania are frozen mackerel, accounting for more than one fifth of agri-food exports, along with frozen shrimps and prawns, and frozen hake. Also, Lithuania largely imports baby food, special and medical purpose food stuffs, sugars and sweeteners, prepared food, roasted coffee, soya bean cakes, flax fibre and wine.

Source: *AAFC*

[http://www.ats.agr.gc.ca/europe/4111\\_e.htm](http://www.ats.agr.gc.ca/europe/4111_e.htm)

### **9. Agri-Food Sector Profile: Poland – December 2005 (8 pages)**

In 2004 Poland imported nearly \$7.8 billion worth of agri-food products. Top imports included fish and fish products, meat products, red meat, processed fruits, and cereals. Poland's imports of agri-food products from Canada totalled \$25.9 million in 2004. The Polish market also offers opportunities for Canadian exporters in processed foods, specialty and novelty foods, ethnic foods, frozen/pre-cooked products and ready meals, snacks, and healthy food.

Source: *AAFC*

[http://www.ats.agr.gc.ca/europe\\_pw/3748\\_e.htm](http://www.ats.agr.gc.ca/europe_pw/3748_e.htm)

## **LATIN AMERICA AND THE CARIBBEAN**

### **10. Agri-Food Sector Profile: Dominican Republic – April 2006 (11 pages)**

The expanding tourism industry in the Dominican Republic generates a large demand for imports of agri-food products. Approximately 45% of all food and beverages consumed in the Dominican Republic are imported. In 2005, these imports totalled roughly \$1.5 billion. The tourism industry is expected to continue to offer opportunities for suppliers of meats, seafood, fruits, beverages and dairy products. Imports of Canadian agricultural products reached \$36 million in 2004, and increased to approximately \$43 million in 2005.

Source: *AAFC*

[http://www.ats.agr.gc.ca/latin\\_pw/3824\\_e.htm](http://www.ats.agr.gc.ca/latin_pw/3824_e.htm)

### **11. Market Watch - Mexico – Information for Canadian Functional Food and Natural Health Product Firms Considering Export to Mexico – July 2006 (4 pages)**

The Mexican market for health food has been growing steadily over the past 10 years. As the overall per capita income increases, and the middle and upper middle class grows, more Mexicans are pursuing healthier lifestyles and are concerned with physical image. These trends will lead to an increase in the demand for health foods. Growth will likely be strongest in power bars, food supplements and diet pills.

Source: *Wellness West (National Research Council Canada)*

*Electronic or printed version only*

## **AFRICA AND THE MIDDLE EAST**

### **12. Agri-Food Past, Present & Future Report: Nigeria – March 2006 (11pages)**

As the most populated country in Africa, with access to more than 30 million consumers residing in neighbouring West African countries, Nigeria presents an interesting opportunity for dedicated Canadian agri-food exporters. Nigeria is currently Canada's second largest trading partner in Sub-Saharan Africa. Processed foods and live animals are two of Nigeria's largest agricultural imports. Also, Nigerian companies are currently demanding more intermediate goods: hotel and restaurant products, seafood and seafood based ingredients, and mixed containers or grocery products.

Source: *AAFC*

[http://www.ats.agr.gc.ca/africa/4145\\_e.htm](http://www.ats.agr.gc.ca/africa/4145_e.htm)

## **UPCOMING EVENTS AND ANNOUNCEMENTS: OCTOBER 2006**

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### **2<sup>nd</sup> Annual Food Traceability Summit, October 18-19, 2006, Toronto, Ontario:**

The Strategy Institute is pleased to invite you to attend the 2<sup>nd</sup> Annual Food Traceability Summit at the Direct Energy Centre in Toronto, Ontario. This Summit will deliver the knowledge, tools and strategies to ensure safety and quality, and to differentiate your products and reduce costs by using the best available traceability strategies and technologies. For more information, please visit the Web site: [http://strategyinstitute.com/101806\\_food\\_trace\\_cn\\_2006/dsp\\_food\\_trace\\_cn\\_2006.php](http://strategyinstitute.com/101806_food_trace_cn_2006/dsp_food_trace_cn_2006.php). Be sure to attend and benefit from the industry leading case studies and practical, real-world advice that this summit has to offer. Register today – **space for this event is limited** and sure to sell out! To register, call toll free at Tel.: 1-866-298-9343; or E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com).

### **Supplier Diversity Event, October 24, 2005, Philadelphia, PA:**

The Canadian Consulate in Philadelphia and Agriculture and Agri-Food Canada invite you to attend the most dynamic event for Canadian diverse food and beverage companies in the U.S. For the first time, key retail and food service buyers will be in Philadelphia to meet one-on-one with Canadian food and beverage suppliers interested in selling their products in the United States. Supplier diversity is an enormous program in the U.S. across all industries, and companies that qualify can gain access to the U.S. retail and food service market easier, often enjoying the reduction or elimination of slotting fees. There is no charge for Canadian companies wishing to participate in the buyer meetings. For more details please contact Beth Pomper, Consulate General of Canada, at Tel.: 215-854-6380, E-mail: [beth.pomper@international.gc.ca](mailto:beth.pomper@international.gc.ca); or Eugene Jaworski, AAFC, at Tel.: 519-780-8002, E-mail: [jaworskie@agr.gc.ca](mailto:jaworskie@agr.gc.ca).

### **AgroProdExpo: 9<sup>th</sup> Kazakhstan International Exhibition of Agriculture and Food Products, October 26-28, 2006, Astana, Kazakhstan:**

The 9th Kazakhstan International Exhibition of Agriculture and Food Products “AgroProdExpo” will take place in Astana at Alatau Sports Complex on October 26-28, 2006. The exhibition is supported by the Ministry of Agriculture of the Republic of Kazakhstan and Astana city authorities. Space is limited because of a large number of international participants this year. The show organizers are committed to giving discounts to Canadian participants. If you wish to display at this show, please contact Ms. Sholpan Kozhabayeva, Project Manager, at Tel./Fax: 011-7 (3272) 58-82-65, 58-25-35, 58-29-59, 74-79-26; E-mail: [sholpan@exhibitions.kz](mailto:sholpan@exhibitions.kz); or visit the Web site: [www.exhibitions.kz](http://www.exhibitions.kz). For Canadian companies participating in the show the Trade Section of the Embassy is planning to organise an outreach program to Pavlodar Oblast in the north-east of Kazakhstan, tentatively on October 23-34. Please send your expressions of interest to Ms. Ada Terechshenko, Trade Commissioner in Almaty, at Tel.: 011-7 (3272) 501151 /2/3, Fax: 582493; or E-mail: [ada.terechshenko@international.gc.ca](mailto:ada.terechshenko@international.gc.ca).

### **Canadian Agri-Food Mission to Turkey, November 6-10, 2006, Istanbul/Mersin/Ankara/Izmar, Turkey:**

Registration is open at [www.ctbc.ca](http://www.ctbc.ca) for a Canadian agri-food mission to Turkey designed to help Canadian businesses explore export and investment opportunities in the country’s dynamic food and beverage sector. The Canadian Turkish Business Council (CTBC), Agriculture and Agri-Food Canada (AAFC) and Saskatchewan Trade and Export Partnership (STEP), will lead the mission with support from the Canadian Embassy, Ankara, Canadian Manufacturers and Exporters (CME) and Foreign Affairs and International Trade Canada (DFAIT). Mission organizers look forward to working with experienced Canadian companies in the food and beverage, commodities (pulse/grains), and agriculture technology and equipment sectors who will take advantage of opportunities Turkey has to offer. As **space is limited**, companies are encouraged to visit the mission Web site ([www.ctbc.ca](http://www.ctbc.ca)) or, for more information on mission registration, contact Aida Viveiros, CTBC Secretariat, Tel.: 905-672-3466, ext.288, or E-mail: [info@ctbc.ca](mailto:info@ctbc.ca).

### **New Foreign Exchange Facility Guarantee from EDC**

EDC’s Foreign Exchange Facility Guarantee (FXG) helps free up working capital for Canadian companies that purchase forward contracts from their financial institutions, enabling them to lock in the exchange rates as protection against foreign currency fluctuations. ([http://www.edc.ca/english/bonding\\_foreign\\_exchange.htm](http://www.edc.ca/english/bonding_foreign_exchange.htm))

### **New Registration Deadline: Canada Food Expo - Tokyo, Japan - November 21-22, 2006:**

Please note that the registration deadline for the Canada Food Expo Japan has been extended to Friday, October 20<sup>th</sup>, 2006. For more information, please contact Sharan Brar, AAFC, Tel.: 604-666-2861; E-mail: [brars@agr.gc.ca](mailto:brars@agr.gc.ca).

## **UPCOMING EVENTS AND ANNOUNCEMENTS: OCTOBER 2006 (continued)**

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### **News**

#### **Maximum Residue Limits (MRLs) for Agricultural Chemicals in Japan**

On May 29, 2006, a new Japanese system for the establishment, monitoring and enforcement of maximum residue limits (MRLs) of agricultural chemicals on or in food and animal feed was implemented. Foods that contain agricultural chemicals above a certain level will be prohibited from import. The agricultural chemicals include pesticides, feed additives and veterinary drugs. For more information on the program please visit the Japanese Ministry of Health, Labour and Welfare (MHLW) website:

<http://www.mhlw.go.jp/english/topics/foodsafety/positivelist060228/index.html>. A searchable, English-language MRL database was created by the Japan Food Chemical Research Foundation and can be accessed at

<http://www.ffcr.or.jp/zaidan/FFCRHOME.nsf/pages/eng.h-page>. While it is recommended that users confirm information with official publications issued by the MHLW, this is a useful tool for performing initial research on the Japanese MRLs which may apply to your commodity or product. Other useful links:

Analytical testing methods for the residual composition of agricultural chemicals:

<http://www.mhlw.go.jp/english/topics/foodsafety/positivelist060228/dl/060526-1a.pdf>

English translation of Japan's monitoring plan for imported food:

<http://www.mhlw.go.jp/english/topics/importedfoods/dl/4.pdf>

USDA report on minimum number of tests to be performed by food category of item to be inspected:

<http://www.fas.usda.gov/gainfiles/200606/146197938.pdf>

If you have any questions or comments, please contact Charles Kaine, DFAIT, at E-mail: [charles.kaine@international.gc.ca](mailto:charles.kaine@international.gc.ca); David MacDonald, AAFC, at E-mail: [macdonaldds@agr.gc.ca](mailto:macdonaldds@agr.gc.ca); or Chris Bell, AAFC, at E-mail: [bellc@agr.gc.ca](mailto:bellc@agr.gc.ca).

### **IN A NUTSHELL :**

- The International Food and Drink Event (IFE) 2007, March 18-21, 2007, Excel (London) <http://www.ife.co.uk>, or contact Ros Burridge, E-mail: [ros.burridge@international.gc.ca](mailto:ros.burridge@international.gc.ca)
- Various symposiums and courses organized by the Guelph Food Technology Centre, in October 2006, Guelph, Ontario, Marlene Inglis at 519-821-1246, ext. 5028. For a complete list, go to: <http://www.gftc.ca/coursereg/list.cfm>.
- Various workshops on organic farming organized by the Atlantic Canadian Organic Regional Network (ACORN), Oct.-Nov, 2006, Information: 1-866-322-2676, Web site: [www.acornorganic.org](http://www.acornorganic.org).